



Schweizerische Eidgenossenschaft
Confédération suisse
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Embassy of Switzerland
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 **SWITZERLAND
GLOBAL
ENTERPRISE**
enabling new business

Market Opportunity - JAPAN



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Where exactly are the opportunities?



Gerontech

Medtech

Agritech

HR Tech

Automatic Driving

Finetech

Cross-border EC



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Aging Society & Decreasing Population



Population:

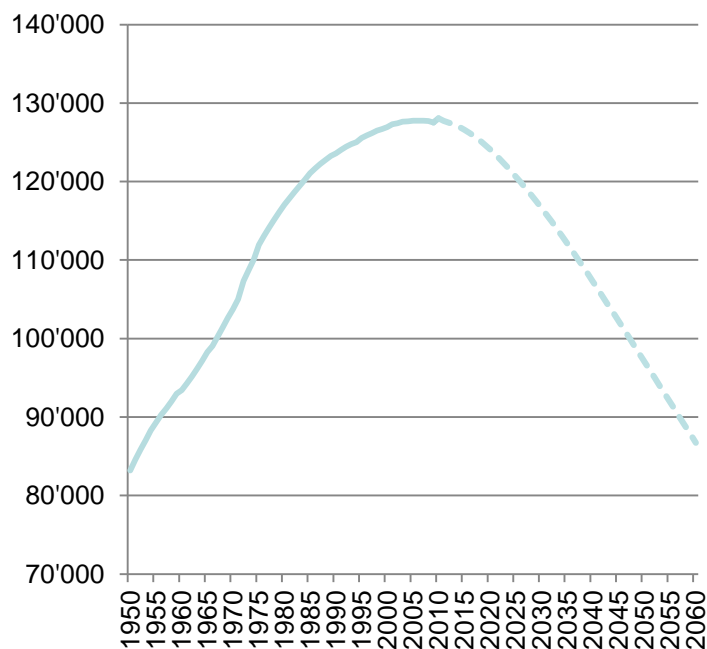
2019	126.2 Mio
2030	117.0 Mio
2050	100.0 Mio

- The elderly (aged 65 years and over) is estimated to account for 31.7% of the total population in 2030 and 39.8% in 2050, compared with 28.1% in 2018.

Information source: projections made by the national Institute of Population and Social Security Research

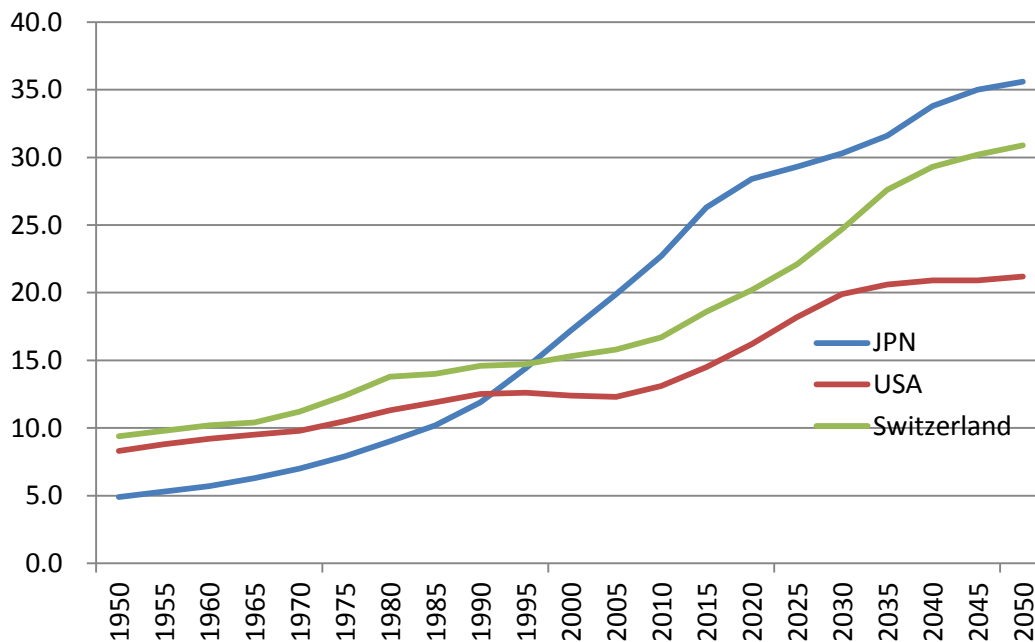


Japan Population (^{'000} persons)



Projection by National Institute of Population
and Social Security Research

Proportion of elderly Population (aged 65 years and over)



(United Nations)

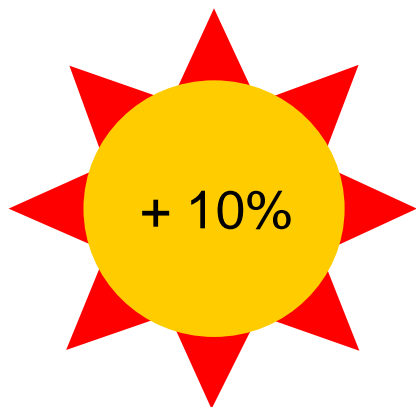


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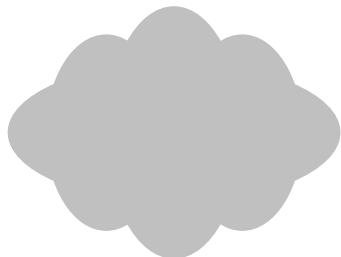


Industry Trend Forecast 2019



- Temp Staff Business
- Nersing Service
- Insurance
- E-Commerce
- E-Money
- Advertisement Services
- Software Development
- Pharmaceutical (incl. Generics)
- Industrial Robotics
- Cosmetic Products
- Hotel and Service
- Transport Business
- Construction
- Real Estate

Source: Nikkan Kogyo Shinbun



- Automobile
- Automobile Parts / Components
- Aerospace & Aviation
- Ship Building
- Machine Tools
- Printing
- Steel / Nonferrous Metals
- Food & Beverages
- Paper/Pulp
- Oil
- Home Appliance



- Paper / Pulp
- Nuclear Power Plants
- Electric Power & Gas

Source: Nikkan Kogyo Shinbun



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Export Potential for Swiss Companies



Medtech



Pharma



Machinery



Fintech



Food



Electronics, ICT



Cleantech





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For a Successful Market Entry



- *Take your time for studying the market!* ... *Do not neglect!* spending time to learn about the market
- *Verify facts about «Japan» and «Japanese» business custom!* ... *Do not assume!* the Japanese market is same as those of China, South Korea or any other Asian countries
- *Take your time for choosing your partner(s)!* ... *Do not rush!* to find partner(s)
- *Be patient...!* ... *Do not jump to a (wrong) conclusion!* your potential partners & clients are not interested in doing business with you, the Japanese take longer time to make decisions
- *Be well prepared, be ready!* ... *Do not think you are wrong!* but just be ready, Japanese are very demanding: very high quality & very short lead time



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The Gateway for Business between Switzerland and Japan



- Research and compilation of information about the Japanese market
- Clarification of business opportunities in relevant industries
- Contacts with trade organizations and public institutions
- Selection of business partners as a result of specialist search
- Organization of visits, trade missions and a wide range of networking events
- Joint promotion projects (such as attendance of trade fairs in SWISS Pavilions)



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Grazie per l'attenzione!

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